

# Nearly Half of Canadians (43%) Plan to Shop More at Wal-Mart this Christmas

*Canadians Believe Basket of Goods Costs Less At Wal-Mart  
than at Other Major Retailers*

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## **Nearly Half of Canadians (43%) Plan to Shop More at Wal-Mart this Christmas**

### ***Canadians Believe Basket of Goods Costs Less At Wal-Mart than at Other Major Retailers***

**Toronto, ON** – According to a new Ipsos Reid poll conducted on behalf of Wal-Mart Canada, nearly one-half of Canadians intend to do more of their Christmas shopping at Wal-Mart this year than last. More specifically, 43% intend to shop more at Wal-Mart this Christmas than last year, while two in ten (20%) intend to shop at Wal-Mart about the same amount this year as they did last year.

In contrast, just 10% will reduce their shopping at Wal-Mart and only 16% do not intend to shop at Wal-Mart this Christmas at all. One in ten (11%) Canadians did not know how much they might shop at Wal-Mart this Christmas.

- Relative to other age groups, those aged 45 to 65 are less likely to say they will increase their Wal-Mart shopping this season (35% versus the National average of 43%).

The survey also suggests that Canadians believe Wal-Mart costs less than at other major retailers. Canadians said that the same goods, purchased for \$100 at Wal-Mart, would cost them an additional \$20, on average, at other typical Canadian grocery and mass merchandise retail stores.

*The Ipsos Reid poll was conducted on behalf of Wal-Mart Canada November 14 to November 23, 2008. This online survey of 1465 Canadian adults, aged 18 to 65 was conducted via the Ipsos I-Say Online Panel, Ipsos-Reid's national online panel. The results of these polls are based on a sample*

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*where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.*

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